

Welcome to DIALOG  
### Status: Connected

Dialog level 05.04.04D

Last logoff: 19may05 17:56:25

Logon file405 19may05 18:03:21

COREDBS is set ON as an alias for 15,9,610,810,275,476,624,636,621,613,813,16,160,634,148,20,77,35,583,65,2,233,99,474,475,256.

SUBCL14 is set ON as an alias for 635,570,PAPERSMJ,PAPERSEU.

SUBCL28 is set ON as an alias for 6,7,8,14,34,94,434.

SUBCL35 is set ON as an alias for 139,267,268,625,626.

SUBCL2NODRUG is set ON as an alias for 442,149,43,444,5,73,155,34,434.

\* \* \*

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.7.9 term=ASCII

\*\*\* DIALOG HOMEBASE(SM) Main Menu \*\*\*

#### Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

#### Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

(c) 2003 Dialog, a Thomson business.

All rights reserved.

/H = Help

/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database (e.g., B1 for ERIC).

?b coredbs,subcl14,subcl28

>>> 77 is unauthorized

>>> 233 does not exist

>>> 14 is unauthorized

11/8

?ds

| Set | Items  | Description  |
|-----|--------|--|
| S1  | 146609 | ((TARGET??? OR CUSTOMI?????? OR PERSONALI??????) (3N) (ADVERTI?????? OR PROMOTION?? OR COMMERCIALS)) |
| S2  | 120    | S1(10N) ((SET(W)TOP OR SETTOP) (2W) (BOX OR TERMINAL OR CONVE-<br>RTER))                             |
| S3  | 14     | S2(S)DEMOGRAPH??????   |
| S4  | 9      | RD (unique items)  |

?t/3/all

4/3/1 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

02310285 275569831

**Finessing the PVR user**

Chunovic, Louis

Electronic Media v21n51 PP: 8 Dec 30, 2002

ISSN: 0745-0311 JRNL CODE: ELME

WORD COUNT: 638

4/3/2 (Item 1 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

(c) 2005 The Gale Group. All rts. reserv.

02146068 Supplier Number: 25676810 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**New Ad Service Hits the Spot**

(Digital ADCO introduced SpotOn, a new interactive and targeted advertising service)

Cable World, v 12, n 17, p 28

April 24, 2000

~~DOCUMENT TYPE:~~ Journal ISSN: 1042-7228 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 423

4/3/3 (Item 1 from file: 610)

DIALOG(R)File 610:Business Wire

(c) 2005 Business Wire. All rts. reserv.

00254624 20000412103B5220 (USE FORMAT 7 FOR FULLTEXT)

**NDS' XTV Personal TV To Be Enabled By STMicroelectronics Chipsets**

Business Wire

Wednesday, April 12, 2000 07:49 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,011

4/3/4 (Item 1 from file: 613)

DIALOG(R)File 613:PR Newswire

(c) 2005 PR Newswire Association Inc. All rts. reserv.

00572758 20010514DCM061 (USE FORMAT 7 FOR FULLTEXT)

**Pioneering Consumer Technology Planned for Cable 2001**

PR Newswire

Monday, May 14, 2001 15:02 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 787

4/3/5 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

2/

10231998 Supplier Number: 96078179 (USE FORMAT 7 FOR FULLTEXT)  
**Finessing the PVR user; Personal recorders inspiring ingenuity in targeted  
ad sales. (Advertising)**  
Electronic Media, v21, n51, p8  
Dec 30, 2002  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 712

4/3/6 (Item 2 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

08731551 Supplier Number: 75617288 (USE FORMAT 7 FOR FULLTEXT)  
**NARROWCASTING ADS. (Expanse Networks Inc. demonstrates ExpanseTV  
MicroZone) (Brief Article)**  
Broadcasting & Cable, v131, n25, p63  
June 11, 2001  
Language: English Record Type: Fulltext  
Article Type: Brief Article  
Document Type: Magazine/Journal; Trade  
Word Count: 63

4/3/7 (Item 3 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

07343389 Supplier Number: 61995097 (USE FORMAT 7 FOR FULLTEXT)  
**New Ad Service Hits the Spot. (Company Business and Marketing)**  
LONG, RANI  
Cable World, v12, n17, p28  
April 24, 2000  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 428

4/3/8 (Item 4 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

05426465 Supplier Number: 48230280 (USE FORMAT 7 FOR FULLTEXT)  
**Service Shuffle**  
Van Tassel, Joan  
Hollywood Reporter, pS-31  
Jan 16, 1998  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1545

4/3/9 (Item 1 from file: 256)  
DIALOG(R) File 256:TecInfoSource  
(c) 2005 Info.Sources Inc. All rts. reserv.

00135736 DOCUMENT TYPE: Review

**PRODUCT NAMES: Interactive Television (833941)**

**TITLE: Get ready for smart advertising: On-the-dot spots**  
**AUTHOR: Cotriss, David**  
**SOURCE: commVerge, v2 n12 p20(6) Dec 2001**  
**ISSN: 1531-7838**  
**HOME PAGE: <http://www.commvergemag.com>**

index.  
examine  
full-text

3/

RECORD TYPE: Review  
REVIEW TYPE: Product Analysis  
GRADE: Product Analysis, No Rating

REVISION DATE: 20020330

4)

?ds

| Set | Items  | Description  |
|-----|--------|--|
| S1  | 146609 | ((TARGET??? OR CUSTOMI?????? OR PERSONALI??????) (3N) (ADVERT-<br>TI?????? OR PROMOTION?? OR COMMERCIALS)) |
| S2  | 120    | S1(10N) ((SET(W)TOP OR SETTOP) (2W) (BOX OR TERMINAL OR CONVE-<br>RTER))                                   |
| S3  | 14     | S2(S) DEMOGRAPH??????  |
| S4  | 9      | RD (unique items)  |
| S5  | 31     | S1(S) ((SET(W)TOP OR SETTOP) (2W) (BOX OR TERMINAL OR CONVERT-<br>ER)) (S) DEMOGRAPH??????                 |
| S6  | 22     | (S5 NOT S4)  |
| S7  | 12     | RD (unique items)  |

?t/3/all

7/3/1 (Item 1 from file: 9)  
DIALOG(R) File 9:Business & Industry(R)  
(c) 2005 The Gale Group. All rts. reserv.

01814995 Supplier Number: 24606574

**Addressable Ads Come To Cablers**

(Scientific-Atlanta developing set-top-based software application that  
addresses advertisements to specific viewers)

Interactive Week, v 6, n 14, p 14

April 05, 1999

DOCUMENT TYPE: Journal ISSN: 1078-7259 (United States)

LANGUAGE: English RECORD TYPE: Abstract

7/3/2 (Item 1 from file: 610)

DIALOG(R) File 610:Business Wire

(c) 2005 Business Wire. All rts. reserv.

00628260 20011129333B1275 (USE FORMAT 7 FOR FULLTEXT)

**SeaChange and Visible World Partner To Bring Targeted Advertising to  
Television-Ad Agencies and Advertisers To Be Empowered with Targeted Ads  
Delivered by Television's Prevailing Video Servers**

Business Wire

Thursday, November 29, 2001 12:08 EST

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,164

7/3/3 (Item 2 from file: 610)

DIALOG(R) File 610:Business Wire

(c) 2005 Business Wire. All rts. reserv.

00171999 20000114014B1020 (USE FORMAT 7 FOR FULLTEXT)

**Corporate Profile for ACTV, Inc., dated January 14, 2000**

Business Wire

Friday, January 14, 2000 06:00 EST

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,626

7/3/4 (Item 1 from file: 621)

DIALOG(R) File 621:Gale Group New Prod. Annou. (R)

(c) 2005 The Gale Group. All rts. reserv.

03698881 Supplier Number: 116157932 (USE FORMAT 7 FOR FULLTEXT)

**INVIDI Technologies Corporation Completes \$12 Million Financing; Respected  
Venture Capital Firms Menlo Ventures, EnerTech Capital and The  
Development Bank of Canada (BDC) Invest in Targeted Media Solutions  
Company.**

PR Newswire, pNA

May 3, 2004  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 805

7/3/5 (Item 2 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2005 The Gale Group. All rts. reserv.

03058279 Supplier Number: 80397255 (USE FORMAT 7 FOR FULLTEXT)  
**SeaChange and Visible World Partner To Bring Targeted Advertising to Television.**  
Business Wire, p2304  
Nov 29, 2001  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1246

7/3/6 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

13537768 SUPPLIER NUMBER: 75617288 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**NARROWCASTING ADS.(Expansive Networks Inc. demonstrates ExpansiveTV MicroZone)(Brief Article)**  
Broadcasting & Cable, 131, 25, 63  
June 11, 2001  
DOCUMENT TYPE: Brief Article ISSN: 1068-6827 LANGUAGE: English  
RECORD TYPE: Fulltext  
WORD COUNT: 63 LINE COUNT: 00008

7/3/7 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2005 The Dialog Corp. All rts. reserv.  
17156078 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**ACTV Extends Functionality of SpotOn(TM) Targeted Advertising Software Across Spectrum of iTV Applications**  
PR NEWswire  
June 11, 2001  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 770

7/3/8 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2005 The Dialog Corp. All rts. reserv.  
16666851 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Pioneering Consumer Technology Planned for Cable 2001**  
PR NEWswire  
May 14, 2001  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 744

7/3/9 (Item 3 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2005 The Dialog Corp. All rts. reserv.  
10648886 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Granada Group PLC - Re Alliance**  
REGULATORY NEWS SERVICE  
April 19, 2000

JOURNAL CODE: WRNS LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 793

7/3/10 (Item 4 from file: 20)  
DIALOG(R) File 20:Dialog Global Reporter  
(c) 2005 The Dialog Corp. All rts. reserv.

03981655 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**ULTIMATE ZAPPER HITS THE SPOT**

Breadley Johnson

ADVERTISING AGE, p8

January 04, 1999

JOURNAL CODE: WCAA LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 505

7/3/11 (Item 1 from file: 570)  
DIALOG(R) File 570:Gale Group MARS(R)  
(c) 2005 The Gale Group. All rts. reserv.

01900153 Supplier Number: 61995097 (USE FORMAT 7 FOR FULLTEXT)

**New Ad Service Hits the Spot. (Company Business and Marketing)**

LONG, RANI

Cable World, v12, n17, p28

April 24, 2000

ISSN: 1042-7228

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 428

7/3/12 (Item 2 from file: 570)  
DIALOG(R) File 570:Gale Group MARS(R)  
(c) 2005 The Gale Group. All rts. reserv.

01639758 Supplier Number: 48230280 (USE FORMAT 7 FOR FULLTEXT)

**Service Shuffle**

Van Tassel, Joan

Hollywood Reporter, pS-31

Jan 16, 1998

ISSN: 0018-3660

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1545

*copy 4 in first*

*7/*

?ds

| Set | Items  | Description   |
|-----|--------|---|
| S1  | 146609 | ((TARGET??? OR CUSTOMI?????? OR PERSONALI??????) (3N) (ADVERT-<br>TI??????? OR PROMOTION?? OR COMMERCIALS)) |
| S2  | 120    | S1(10N) ((SET(W)TOP OR SETTOP) (2W) (BOX OR TERMINAL OR CONVE-<br>RTER))                                    |
| S3  | 14     | S2(S) DEMOGRAPH??????   |
| S4  | 9      | RD (unique items)   |
| S5  | 31     | S1(S) ((SET(W)TOP OR SETTOP) (2W) (BOX OR TERMINAL OR CONVERT-<br>ER)) (S) DEMOGRAPH??????                  |
| S6  | 22     | (S5 NOT S4)   |
| S7  | 12     | RD (unique items)   |
| S8  | 372    | S1 AND ((SET(W)TOP OR SETTOP) (2W) (BOX OR TERMINAL OR CONVE-<br>RTER)) AND DEMOGRAPH??????                 |
| S9  | 351    | S8 NOT (S7 OR S4)   |
| S10 | 163    | RD (unique items)   |
| S11 | 35     | S10 AND (PY<2000 OR PD<20000113)  |

?t/3/all

11/3/1 (Item 1 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

01988572 48331314

**DVD: Buckshot or bullet...the future of interactive advertising**  
Holmes, Paul G  
Brandweek PP: 42-47 2000  
ISSN: 1064-4318 JRNL CODE: IADW  
WORD COUNT: 2489

*drp 4*

11/3/2 (Item 2 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

01985434 48175030

**Buckshot or bullet...the future of interactive advertising**  
Holmes, Paul G  
Adweek PP: 42-47 2000  
ISSN: 0199-2864 JRNL CODE: AWE  
WORD COUNT: 2508

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11/3/3 (Item 3 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

01736033 03-87023

**Channels face challenge of digital ratings**  
Davenport, Hugo  
New Media Markets v16n43 PP: 7-8 Nov 26, 1998  
JRNL CODE: NEW  
WORD COUNT: 1446

11/3/4 (Item 4 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

01580361 02-31350

**George Orwell, meet John Malone**  
Lubove, Seth  
Forbes v161n4 PP: 66-70 Feb 23, 1998  
ISSN: 0015-6914 JRNL CODE: FBR  
WORD COUNT: 1031

*8*



11/3/5 (Item 5 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

01349591 00-00578

**Identifying your most profitable customers**

Clieaf, Mark Van

Business Quarterly v61n2 PP: 54-60 Winter 1996

ISSN: 0007-6996 JRNL CODE: BSQ

WORD COUNT: 2933

11/3/6 (Item 6 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

01036297 96-85690

**The hottest opportunities: New markets to explore now**

Stein, Tom

Success v42n5 PP: 46-59 Jun 1995

ISSN: 0745-2489 JRNL CODE: SCS

WORD COUNT: 5733

11/3/7 (Item 1 from file: 9)  
DIALOG(R) File 9:Business & Industry(R)  
(c) 2005 The Gale Group. All rts. reserv.

02897618 Supplier Number: 95540231 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Chapter 1 Major trends affecting the telecommunications industry.**

Plunkett's Telecommunications Industry Almanac, p 6

January 2000

DOCUMENT TYPE: Book; Ranking; Survey; Industry Overview; Overview/Profile  
(United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 12193

11/3/8 (Item 2 from file: 9)  
DIALOG(R) File 9:Business & Industry(R)  
(c) 2005 The Gale Group. All rts. reserv.

02082298 Supplier Number: 25549041 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**SeaChange Supplies Digital Server Technology**

(SeaChange International, with products that manage videostreams, had sales of some \$85 mil in 1999; the firm has 80% of the digital ad insertion market)

Response, v 9, n 4, p 60

January 2000

DOCUMENT TYPE: Journal ISSN: 1077-5439 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 589

11/3/9 (Item 3 from file: 9)  
DIALOG(R) File 9:Business & Industry(R)  
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01978451 Supplier Number: 25461843 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**ACTV counting on remote possibilities**

(ACTV had \$1.4 mil in revenue in 1998, net loss of \$20.8 mil; company has developed HyperTV, allowing for Internet content to be synchronized with TV program)

Electronic Media, p 24

October 11, 1999

91

DOCUMENT TYPE: Journal ISSN: 0745-0311 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 984

11/3/10 (Item 4 from file: 9)  
DIALOG(R) File 9:Business & Industry(R)  
(c) 2005 The Gale Group. All rts. reserv.

01941642 Supplier Number: 25392596 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**WorldGate Begins Major Test of Interactive System**  
**(WorldGate Communications launches technology that lets TV viewers search**  
**the Internet while watching cable TV)**  
DRTV News, p 6  
August 09, 1999  
DOCUMENT TYPE: Journal (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 730

11/3/11 (Item 5 from file: 9)  
DIALOG(R) File 9:Business & Industry(R)  
(c) 2005 The Gale Group. All rts. reserv.

01749027 Supplier Number: 24496282 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Getting It Together**  
**(There will be 2.2 mil people with broadband access to the Internet by**  
**end-1999)**  
Brandmarketing, v VII, n 1, p 62+  
January 1999  
DOCUMENT TYPE: Journal ISSN: 1091-6962 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2044

11/3/12 (Item 6 from file: 9)  
DIALOG(R) File 9:Business & Industry(R)  
(c) 2005 The Gale Group. All rts. reserv.

01706738 Supplier Number: 24430456 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Custom Cable-TV Ads Ready for Test Markets**  
**(Tele-Communications Inc and Media One will test 'addressable advertising'**  
**in some markets in the US)**  
BrandMarketing Supplement to Supermarket News, v V, n 11, p 1+  
November 1998  
DOCUMENT TYPE: Journal ISSN: 1091-6962 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1000

11/3/13 (Item 7 from file: 9)  
DIALOG(R) File 9:Business & Industry(R)  
(c) 2005 The Gale Group. All rts. reserv.

01661371 Supplier Number: 24397020 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**TiVo Aims to Change, Enhance TV Viewing Habits**  
**(TiVo gets ready to introduce its personalized television service to**  
**satellite and cable subscribers; company looks to integrate its set -**  
**top box technology directly into digital TVs, DVD players and other**  
**set-top boxes)**  
Cable World, v 10, n 39, p 12  
September 28, 1998  
DOCUMENT TYPE: Journal ISSN: 1042-7228 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 985

11/3/14 (Item 1 from file: 610)  
DIALOG(R) File 610:Business Wire  
(c) 2005 Business Wire. All rts. reserv.

00028816 1999103B1486 (USE FORMAT 7 FOR FULLTEXT)  
**Corporate Profile for ACTV, Inc., dated April 13**  
Business Wire  
Tuesday, April 13, 1999 15:10 EDT  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 814

11/3/15 (Item 2 from file: 610)  
DIALOG(R) File 610:Business Wire  
(c) 2005 Business Wire. All rts. reserv.

00018418 1999077B1358 (USE FORMAT 7 FOR FULLTEXT)  
**ACTV Names Art Cohen Senior Vice President of Advertising & E-commerce**  
Business Wire  
Thursday, March 18, 1999 13:38 EST  
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 1,117

11/3/16 (Item 1 from file: 810)  
DIALOG(R) File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0947128 BW1034

**ACTV SKYCONNECT: SkyConnect & ACTV To Offer New Opportunities for Digital Advertising**

December 03, 1998

Byline: Business/Technology Editors

11/3/17 (Item 1 from file: 275)  
DIALOG(R) File 275:Gale Group Computer DB(TM)  
(c) 2005 The Gale Group. All rts. reserv.

02304747 SUPPLIER NUMBER: 54840891 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Ad execs predict continued growth, see need for sensitivity on privacy. (Internet World's fourth annual Advertising Roundtable discussion) (Industry Trend or Event) (Panel Discussion)**  
Wang, Nelson  
Internet World, 5, 21, 1  
June 7, 1999  
DOCUMENT TYPE: Panel Discussion ISSN: 1097-8291 LANGUAGE: English  
RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 3481 LINE COUNT: 00257

11/3/18 (Item 2 from file: 275)  
DIALOG(R) File 275:Gale Group Computer DB(TM)  
(c) 2005 The Gale Group. All rts. reserv.

01604907 SUPPLIER NUMBER: 14001495 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Interactive TV, part II: fresh start, or status quo?**  
Caruso, Denise  
Digital Media, v3, n1, p3(6)  
June 23, 1993  
ISSN: 1056-7038 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 4236 LINE COUNT: 00315

11/3/19 (Item 1 from file: 636)

DIALOG(R) File 636:Gale Group Newsletter DB(TM)

(c) 2005 The Gale Group. All rts. reserv.

03535180 Supplier Number: 47305080 (USE FORMAT 7 FOR FULLTEXT)

**ACORN: Acorn and Optivision enable a new generation of intranet applications using high quality video**

M2 Presswire, pN/A

April 17, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1272

11/3/20 (Item 2 from file: 636)

DIALOG(R) File 636:Gale Group Newsletter DB(TM)

(c) 2005 The Gale Group. All rts. reserv.

03267293 Supplier Number: 46705867 (USE FORMAT 7 FOR FULLTEXT)

**TELEVIDEO TOUTS AD-SUPPORTED VIDEO-ON-DEMAND**

Information & Interactive Services Report, v17, n32, pN/A

Sept 13, 1996

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 439

11/3/21 (Item 1 from file: 621)

DIALOG(R) File 621:Gale Group New Prod. Annou. (R)

(c) 2005 The Gale Group. All rts. reserv.

01648417 Supplier Number: 48468811 (USE FORMAT 7 FOR FULLTEXT)

**MediaOne(R) Announces First Launch of Digital TV: Addressable Commercials Will Be Tested as Part of Service**

PR Newswire, p505LATU082

May 5, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 810

11/3/22 (Item 2 from file: 621)

DIALOG(R) File 621:Gale Group New Prod. Annou. (R)

(c) 2005 The Gale Group. All rts. reserv.

01514693 Supplier Number: 47280844 (USE FORMAT 7 FOR FULLTEXT)

**Acorn and Optivision Enable a New Generation of Intranet Applications Using High Quality Video**

PR Newswire, p0407NYM044

April 7, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1376

11/3/23 (Item 1 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

07055027 Supplier Number: 58491570 (USE FORMAT 7 FOR FULLTEXT)

**ACTV counting on remote possibilities; Addressable ads just the start for individualized TV.**

STARK, STEVEN J.

Electronic Media, v18, p24

Oct 11, 1999

Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1017

11/3/24 (Item 2 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

06700684 Supplier Number: 56027945 (USE FORMAT 7 FOR FULLTEXT)

**Interactive Tests Move in Fits and Starts.**

BROWN, KAREN

Cable World, v11, n21, p46

May 24, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1001

11/3/25 (Item 3 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

06307371 Supplier Number: 54521526 (USE FORMAT 7 FOR FULLTEXT)

**Multicasting Mixed with Set-Top VOD.**

Arlen, Gary

Multichannel News, v20, n18, p60(1)

April 26, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 801

11/3/26 (Item 4 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)  
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03848987 Supplier Number: 45514173 (USE FORMAT 7 FOR FULLTEXT)

**MSOs Sort Out Field For New Barker And Guide Channels**

Multichannel News, v0, n0, p64

May 1, 1995

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1896

11/3/27 (Item 1 from file: 634)

DIALOG(R) File 634:San Jose Mercury  
(c) 2005 San Jose Mercury News. All rts. reserv.

07539066

**BIG BROTHER WILL GET A LIFT FROM SUPERHIGHWAY**

San Jose Mercury News (SJ) - Tuesday, February 8, 1994

By: DAVID BANK, Mercury News Staff Writer

Edition: Morning Final Section: Business Page: 4E

Word Count: 519

11/3/28 (Item 1 from file: 148)

DIALOG(R) File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

11699871 SUPPLIER NUMBER: 58926089 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**2000 Millennavision.**

WEST, DON

Broadcasting & Cable, 130, 1, 38

Jan 3, 2000

131

ISSN: 1068-6827      LANGUAGE: English      RECORD TYPE: Fulltext  
WORD COUNT: 15354      LINE COUNT: 01157

11/3/29      (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

08740004      SUPPLIER NUMBER: 18323645      (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Living on the full service network.**

Kuzsel, Karen

Inside Media, v8, n7, p23(3)

April 3, 1996

ISSN: 1046-5316      LANGUAGE: English      RECORD TYPE: Fulltext

WORD COUNT: 3256      LINE COUNT: 00245

11/3/30      (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

06517623      SUPPLIER NUMBER: 13522888      (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Home video '93: new markets, renewed challenges. (comments of video industry executives on the key events of 1992 and their relevance for 1993)**

Video Marketing News, v14, n1, p1(5)

Jan 11, 1993

ISSN: 0196-4429      LANGUAGE: ENGLISH      RECORD TYPE: FULLTEXT

WORD COUNT: 2084      LINE COUNT: 00169

11/3/31      (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2005 The Dialog Corp. All rts. reserv.

08214609      (USE FORMAT 7 OR 9 FOR FULLTEXT)

**ACTV counting on remote possibilities**

STEVEN J. STARK Staff Reporter

ELECTRONIC MEDIA, p24

November 14, 1999

JOURNAL CODE: WCEM      LANGUAGE: English      RECORD TYPE: FULLTEXT

WORD COUNT: 1025

11/3/32      (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2005 The Dialog Corp. All rts. reserv.

08165329      (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Now: TV ads just for you**

OBSERVER, p1

November 07, 1999

JOURNAL CODE: FOBS      LANGUAGE: English      RECORD TYPE: FULLTEXT

WORD COUNT: 432

11/3/33      (Item 1 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

0719679 96-78154

**NetPlay offers family-friendly games in 'safe' environment**

Fikes, Bradley J

San Diego Daily Transcript (San Diego, CA, US) pA1

PUBL DATE: 960703

WORD COUNT: 637

DATELINE: San Diego, CA, US, Pacific

like day 4  
23

14

11/3/34 (Item 1 from file: 492)  
DIALOG(R) File 492:Arizona Repub/Phoenix Gaz  
(c) 2002 Phoenix Newspapers. All rts. reserv.

07540254

**SUPERHIGHWAY MAY HASTEN LOSS OF PRIVACY**

Phoenix Gazette (PG) - WEDNESDAY, February 9, 1994

By: David Bank, San Jose Mercury News

Edition: Final Section: Business Page: D1

Word Count: 421

11/3/35 (Item 1 from file: 638)  
DIALOG(R) File 638:Newsday/New York Newsday  
(c) 2005 Newsday Inc. All rts. reserv.

10262318

**Set to Channel the Future / Digital set - top box to propel America into  
interactive TV revolution**

Newsday (ND) - Sunday September 19, 1999

By: Harry Berkowitz. STAFF WRITER

Edition: ALL EDITIONS Section: MONEY & CAREERS Page: F06

Word Count: 2,556

15/13